

COMPANY PROFILE

As the largest HVAC company in Nevada, Sierra Air Conditioning installs and services HVAC systems for residential and commercial customers in the Las Vegas area. Founded in 1987, Sierra AC installed HVAC systems in almost 60% of new homes built annually in Las Vegas during the housing boom. During the recession, Sierra focused on the after-market replacement and service business. "We always strive to do the best installations in our market," says Darren Wilson, President, Sierra Air. "We work for the best national builders and are known for our quality. That mindset has driven our success more than anything." According to Wilson, Sierra's revenue has recovered to approximately \$28 million since 2008, with the service business growing from \$1 million to \$8 million in that time period. Today, the company's 220 employees handle about 70% of the residential new construction in Las Vegas and have amassed a customer base of 150,000 service sites. How did Sierra survive the recession when so many companies did not? In 1995, Sierra purchased VMS GUI by Vertical Market Software "Thanks to VMS and the controls I have in place, we got through the recession," Wilson states simply. "We stretched VMS when we were growing quickly. Now, we're growing again, and VMS is driving that. Without VMS, I couldn't get the information I need."



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CONTROLLING COSTS WITH VMS JOB COST

At the height of the building boom, Sierra installed HVAC systems in 1200-1500 homes a month. Their business began evaluating Windows-based packages. In the end, "the other software wasn't better than VMS," Wilson says, adding, "Why spend a ton of money when I knew what I already had worked?" Instead, Sierra opted for customization of the Job Cost module for their production business. "Our VMS rep knows what VMS can do, and has customized Job Cost to accommodate our growth," Wilson says. "I just explained what controls were lacking, and he made it happen." "VMS Job cost is phenomenal," Wilson asserts. "It gives me a custom dashboard to look at specific costs, down to the screw! VMS allows me to create a competitive edge in a very tight market by giving us unbelievable control over costs and margins." He adds, "Running a successful business depends on controlling costs. With the economy the way it is, you have to be on the cutting edge. VMS does that for us. I'm in a recession doing \$28 million in business!" Today, Sierra has almost 50 users accessing all VMS modules "from the POs to counting up the screws" — everything except Mobile Data.

VMS VENTUS MOBILE FIELD SERVICE

"Today, 40 percent of our revenue comes from the service business," Wilson reports. "Originally, we had planned to take the production company wireless, which would have allowed hundreds of different house plans to be attached to a job file. However, when the economy shuddered, it was easy to run that side of the business without making any changes."

On the fast-growing service side, mobile data was becoming a necessity. In 2012, Sierra added third party software for mobile data, which gave them a taste of the efficiency they could experience. Service technicians receive all pertinent data via email on each service call, but it requires backend data entry into VMS.

That's why Sierra will upgrade its service business to Ventus Mobile Field Service by Vertical Market Software in January 2014, followed by the production side in 2015.

"Our team saw six other software programs, then Ventus Mobile, and the decision was made," he says, laughing. "Ventus Mobile will automatically update all mobile devices at once as I control my pricing, allowing my key people to manage the business without secondary staff. I'm excited about that. I will save five or six staff positions, and have better control. "We're ready, and I think our rollout is going to be flawless."

Ventus: An Investment in the Future "The relationship with VMS has been so good for so long, I just trust them," Wilson says. "If software changes are needed, they help us. If I have a major issue, they're quick to react. Go out in the marketplace and see what else is out there. I guarantee you're not going to be as happy."

Wilson reports that at the recent VMS User Group conference, "those who have upgraded to Ventus from VMS are ecstatic. I know I made the right choice for Sierra Air Conditioning.

"Ventus will give me the same control I've always had with VMS, along with better reporting, an easier interface and smoother application."



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Vertical Market Software (VMS) is a leading provider of integrated business management software to the construction and service markets. The hallmark of our success has always been a complete integrated solution, a dedicated and knowledgeable support staff, and a training and development team that takes pride in knowing and understanding your business.

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